

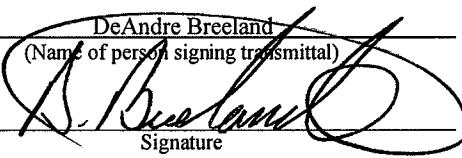
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Hidetoshi Ichioka  
Serial No. : 09/916,002  
For : CONTENT-EXHIBITION CONTROL APPARATUS  
AND METHOD  
Filed : July 26, 2001  
Examiner : Shepard, Justin E.  
Art Unit : 2424  
Confirmation No. : 1131

745 Fifth Avenue  
New York, New York 10151  
Tel. (212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on January 9, 2009.

\_\_\_\_\_  
DeAndre Breeland  
(Name of person signing transmittal)  
  
\_\_\_\_\_  
Signature

\_\_\_\_\_  
January 9, 2009  
Date of Signature

**RESPONSE UNDER 37 C.F.R. §1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Non-Final Office Action mailed on October 14, 2008,  
having a three-month period for response set to expire on January 14, 2008, please amend  
the above-captioned application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.